

16th YEAR • A WEEKLY PUBLICATION

1956

fashion

Fifty copy
1/30/56

calendar

8 EAST 77th STREET

NEW YORK 21, N. Y.

TRAFLAGAR 9-2343

| january | | | | | | | february | | | | | | | march | | | | | | |
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| april | | | | | | | may | | | | | | | june | | | | | | |
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| july | | | | | | | august | | | | | | | september | | | | | | |
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| october | | | | | | | november | | | | | | | december | | | | | | |
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| january - 1957 | | | | | | | february - 1957 | | | | | | | march - 1957 | | | | | | |
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|---|----------------------------------|------------------------------------|
| <u>WEEK ENDING FRIDAY, JANUARY 27, 1956</u> | | | |
| Friday Jan. 27 9:30 A.M. Coffee | PRESS PREVIEW OF WOMEN'S DRESSES Ohrbach's will preview the Spring collection of women's half-size and larger size dresses. By invitation only. Publ: Mark Klauser, OX. 5-4000. | OHRBACH'S | 4TH FLOOR (18 WEST 35TH STREET) |
| Friday Jan. 27 12:00 Noon Luncheon | "GRAY FLANNEL SUIT" MERCHANTISING STORY Bert Bacharach, men's fashion writer, and Richard Grossman, promotion director for Simon & Schuster, will describe fashion merchandising in connection with the book "The Man in the Gray Flannel Suit", filmed by 20th Century-Fox for release in April. Press by invitation. Publicity: Mike Keith, OR. 9-1800. Guests: \$4.00; contact: Dick Elliot, MU. 8-0300. | MERCHANTISING EXECUTIVES CLUB | TOOTS SHOR 51 WEST 51ST STREET |

WEEK BEGINNING MONDAY, JANUARY 30, 1956

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| Beginning Monday Jan. 30 | OPENING OF PARIS COUTURE COLLECTIONS Jan. 30: Ardanse, Anny Blatt, Pierre Cardin, Andre Ledoux, Jean Patou, Nina Ricci, Claude Riviere, Bernard Sagardoy. Jan. 31: A.C.P., Balmain, Vera Borea, Irene Dana, Jacques Heim, Germaine Lecomte, Manguin, Raphael. Feb. 1: Carven, Jean Desses, Hubert de Givenchy, Hermes, Lanvin (Castillo) Renee Lise, Charles Montaigne, Paquin, Lola Prusac, Maggy Rouff, Madeleine Vramant, Worth. Feb. 2: Balenciaga, Calixte, Mad Carpenter, Chanel, Christian Dior, Gres, Jacques Griffe, Michele Lambert, Laad Simko. Feb. 3: Bruyere, Pierre Clarence, Jeanne Fardeau, Revillon, Maurice Roger. Feb. 4: Jacques Fath, Madeleine de Rauch. Feb. 6: Renee Collard, Irmone. Feb. 7: Juliette Chauvel, Helen Hubert, Amy Linker, Henry a la Pensee. Feb. 9: Raymonde Coste, Georgette Renal. Feb. 10: Line Carmine. Feb. 14: Madeleine Bultes, Regine Lutece. Feb. 15: Valentine Bourgade. Date not set: Creed. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris, France. | CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE | PARIS, FRANCE |
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| Tuesday Jan. 31 10:00 A.M. | SUMMER FASHIONS BY HELENA BARBIERI Press preview of Summer cocktail and formal fashions by Helena Barbieri for Modern Couture. By invitation. Continuous showings from Tuesday, Feb. 7. Publicity: Mildred Kaldor, MU. 9-5420. | MODERN COUTURE | 525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Tuesday Jan. 31 12:00 Noon Box Lunch | OPENING OF SUMMER JUNIOR COLLECTION Lanz will present their Summer collection of junior dresses and separates on Jan. 31, Feb. 1, 2, 6, 7, 8 with box lunch at 12:00 Noon and showing at 12:30 P.M. Contact: Audrey Waymouth, OX. 5-3150. | LANZ ORIGINALS, INC. | 1407 BROADWAY SHOWROOM - 26TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Jan. 31 12:15 P.M. Luncheon | "MARCH OF DIMES" FASHION SHOW Twelfth Annual "March of Dimes" Fashion Show presented for the benefit of the National Foundation For Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 6-2130. | NEW YORK DRESS INSTITUTE | WALDORF-ASTORIA GRAND BALLROOM |
| Tuesday Jan. 31 4:00 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Preview of cocktail, dinner and evening fashions for the press. By invitation. Continuous daily from Tues., Feb. 7. Contact: Jack Sulzer, WI. 7-9470. | LEE CLAIRE, INC. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Wednesday Feb. 1- Mar. 30 9:00 A.M.- 5:00 P.M. | DISPLAY OF CELANESE SUMMER FASHIONS Celanese presents "Summer Spice" in sportswear, separates and casual clothes featuring washable fabrics of Celanese acetate-and-cotton. Retail buyers, buying offices, consumer and trade press editors are invited. Contact: Elizabeth Stout or Jack Cannon, MU. 9-6000. | CELANESE CORPORATION OF AMERICA | 180 MADISON AVENUE SHOWROOM - 10TH FLOOR |
| Wednesday Feb. 1 12:30 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW "Enchantment - Daylight to Dark"--Robert-Martin, cocktail and evening; Richard Cole, daytime; Dorothy Cox for Tanner of North Carolina, sportswear; Marinette, knitwear; Swirl's Wrap 'n Tie; Ferrantelle, hairstyles; Margaret Cody, hats. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | DESIGNERS & MANUFACTURERS | HOTEL PIERRE COTILLION ROOM |
| Beginning Wednesday Feb. 1 | OPENING OF SUMMER COLLECTION Showing of Summer separates collection by Leo de Crenza of Bellciano. Continuous daily. Contact: LA. 4-2036. | BELLCIANO | 512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| Thursday Feb. 2 12:00 Noon Luncheon | MILLINERY DIVISION LUNCHEON MEETING "Top This--Who Makes More Headway, Men or Women, for Spring 1956!" Speaker and Chmn: Frances Hodges, "Seventeen". Commentator and Co-Chmn: Conoldine Burnett. Prices: \$5.50, members; \$6.50, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872. | THE FASHION GROUP, INC. HOTEL SHERATON-ASTOR (9 ROCKEFELLER PLAZA) BALLROOM | |
| Thursday Feb. 2 2:30 P.M. | PREVIEW OF SUMMER DRESS COLLECTION Showing of David Crystal's Summer dress collection at 2:30 P.M. Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560. | DAVID CRYSTAL | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Thursday Feb. 2 4:00 P.M. | PREVIEW OF SUMMER COLLECTION Philip Hulitar will preview his Summer collection. Trade showings daily thereafter at 10:00 A.M. and 4:00 P.M. By appointment. Contact: Peter Galligan, BR. 9-7880. | PHILIP HULITAR, INC. | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Friday Feb. 3 11:00 A.M. | PRESS PREVIEW OF SPRING VEILINGS Informal showing for the press of Spring and Summer headdresses and veilings. By invitation only. Publ.: Maud G. Moody, LE. 2-5562. | MALINO VEILINGS | 14 EAST 37TH STREET |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Friday Feb. 3 1:30 P.M. | PREVIEW OF SUMMER COLLECTION | ABE SCHRADER CORP. | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| | Preview of Abe Schrader's Summer dress collection, designed by Belle Saunders. Daily at 11:30 A.M. from Tuesday, Feb. 7. Contact: Betty Yarmon, LO. 4-9194. | | |
| Saturday Feb. 4- Feb. 8 | SUMMER COLLECTIONS IN ST. LOUIS | ST. LOUIS FASHION CREATORS | HOTEL STATLER ST. LOUIS, MISSOURI |
| | Contact: Joan Gardner, 915 Olive St., St. Louis 1, Mo. | | |
| Feb. 5- Feb. 11 | BOY SCOUT ANNIVERSARY WEEK. Contact: Boy Scouts of America, 2 Park Avenue, N.Y., LE. 2-0985. | | |
| Monday Feb. 6 9:00 A.M. Breakfast | PREVIEW OF SUMMER DRESS COLLECTION | MISS CANE, INC. (1400 BROADWAY) | HOTEL PLAZA BAROQUE SUITE |
| | Fress preview of Summer misses dresses. By invitation. Trade showings Feb. 7 and 8 at 4:00 P.M. in 14th floor showroom, 1400 Broadway. | | |
| | Contact: CH. 4-8532. | | |
| Monday Feb. 6 10:30 A.M.; 11:30 A.M. | OPENING OF SUMMER COLLECTIONS | LEONARD ARKIN; ANDREW ARKIN | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| | Leonard Arkin's Summer collection at 10:30 A.M. daily; Andrew Arkin's at 11:30 A.M. Contact: Freddy Rosenstock, WI. 7-5324. | | |
| Beginning Monday Feb. 6 2:30 P.M. | PREVIEW OF SUMMER COLLECTION | JERRY PARNIS, INC. | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| | Jerry Parnis will preview her Summer collection. Daily at 2:30 P.M. Contact: CH. 4-0619. Publicity: Mildred Kaldor, MU. 9-5420. | | |

Fall
SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

| <u>MONDAY, FEBRUARY 6</u> | |
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| 5/21 | Paul Parnes Corp. 2:30 P.M. <i>May 21</i> .498 7TH (10 FL), CH. 4-4600 |
| 5/16 | Rosalie Macrini 4:00; thereafter 12:00 & 4:00.550 7TH (11 FL), CH. 4-2655 |
| <u>TUESDAY, FEBRUARY 7</u> | |
| 5/23 | Ben Reig, Inc. 10:00 A.M., Tues., Wed., Thurs. .498 7TH (23 FL), CH. 4-1542 |
| 5/15 | A. Goodman & Co. 10:30 A.M. <i>May 15</i> .530 7TH (17 FL), WI. 7-4077 |
| 5/18? | Rudolf Gowns 10:30 A.M.530 7TH (12 FL), WI. 7-6865 |
| 5/17 | Herbert Sondheim, Inc. 10:30 A.M.530, 7TH (20 FL), LA. 4-7540 |
| 5/17 | William Fox, Inc. 1:00 P.M.530 7TH (21 FL), OX. 5-4070 |
| 5/17 | Nat Kaplan, Inc. 1:15; thereafter 1:15 & 4:00 .498 7TH (21 FL), LO. 5-4115 |
| 5/17 | Larry Aldrich Co., Inc. 2:30 P.M., Tues., Wed., Thurs. .530 7TH (12 FL), CH. 4-1872 |
| 5/18-6/1 | David Levine Co. 2:30 P.M.530 7TH (21 FL), LA. 4-0237 |
| 5/18-6/1 | Jack Horwitz Assoc. 3:00; thereafter 10:30498 7TH (9 FL), LO. 4-1860 |
| 5/18-6/1 | Ben Barrack, Inc. Continuous daily498 7TH (7 FL), LO. 4-3923 |
| ? | Martin Simon, Inc. Continuous daily498 7TH (7 FL), LA. 4-2877 |
| <u>WEDNESDAY, FEBRUARY 8</u> | |
| 5/17 | Grabois 1:15 P.M.498 7TH (5 FL), CH. 4-2767 |
| ? | Frank Starr, Inc. 1:15 P.M.530 7TH (10 FL), LA. 4-7690 |
| ? | Harvey Berin Ltd. 4:00; thereafter 1:00 & 4:00 .530 7TH (7 FL), PE. 6-0206 |
| <u>THURSDAY, FEBRUARY 9</u> | |
| 5/24 | Ed Gerrick, Inc. 2:30 P.M.550 7TH (7 FL), LO. 4-1820 |
| 5/24 | Samuel Winston, Inc. 4:00 P.M. <i>May 24</i> .530 7TH (11 FL), CH. 4-2617 |
| <u>FRIDAY, FEBRUARY 10</u> | |
| 5/16 | Hannah Troy, Inc. 1:00 P.M.530 7TH (2 FL), LO. 3-0988 |

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| Monday Feb. 6 4:00 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Edward Abbott's Summer collection of cocktail, dinner and evening fashions, designed by Gina. By invitation only. Trade from Tues., Feb. 7 at 10:30. Contact: Bill Laird, IA. 4-8490. | EDWARD ABBOTT, INC. | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Monday Feb. 6 4:00 P.M. | OPENING OF SUMMER COLLECTION Showing of the Rosalie Macrini Summer cocktail and evening collection. Thereafter at 12:00 Noon and 4:00 P.M. Contact: Jo MacLeod, CH. 4-2655. | ROSALIE MACRINI (BARBARA COSTUME CO.) | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Beginning Monday Feb. 6 | OPENING OF SUMMER COLLECTION Mignon's Summer collection of afternoon and cocktail fashions will be presented at continuous daily showings. Contact: BR. 9-5991. | MIGNON | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Beginning Monday Feb. 6 | PREVIEW OF IMPORTED COTTON FASHIONS Publicity: The Miles, 136 E. 38th St., IE. 2-7550. | HOPROCKSES OF LONDON | HOTEL GOTHAM |
| Beginning Monday Feb. 6 | SHOWING OF NEW FALL FABRICS Herbert Meyer presents "Fall '56", a collection of fabrics, in his new showroom. Publicity: The Miles, 136 E. 38th St., IE. 2-7550. | HERBERT MEYER FABRICS | 1400 BROADWAY SHOWROOM - 3RD FLOOR |
| Beginning Monday Feb. 6 | PERSONAL PRESENTATION OF SUMMER COLLECTION B. H. Wragge will present the Summer collection, by appointment only, the weeks of Feb. 6 and Feb. 13. Contact: Marian C. Mitchell, WI. 7-4968. | B. H. WRAGGE | 550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Beginning Monday Feb. 6 | PREVIEW OF FIRST AMERICAN COLLECTION Premiere showing of couture collection of dresses and costumes by Jytte of Denmark. By appointment only. Publicity: The Miles, IE. 2-7550. | JYTTE, INC. | HOTEL GOTHAM |
| Tuesday Feb. 7 8:15 A.M. Breakfast | ANNUAL NOTIONS BREAKFAST Kleinert's annual show for notion buyers and their merchandise managers. Press by invitation. Contact: Virginia MacAuley, MU. 2-8891. | KLEINERT'S | 485 FIFTH AVENUE SHOWROOM - 3RD FLOOR |
| Tuesday Feb. 7 10:00 A.M. | OPENING OF SUMMER COLLECTION The Adele Simpson Summer collection at 10:00 A.M. on Tuesday, Wednesday and Thursday until Feb. 16. By invitation only. Contact: Nancy Hambly, LA. 4-7626. | ADELE SIMPSON, INC. | 530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Beginning Tuesday Feb. 7 10:00 A.M. | OPENING OF SUMMER COLLECTION Showing of Summer collection, designed by Violet Feigin, at 10:00 A.M., 1:00 and 4:00 P.M. daily. Contact: LO. 5-4850. | JERRY GREENWALD, INC. | 498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| Beginning Tuesday Feb. 7 10:30 A.M. | NEW COLLECTION OF COTTON SUITS Arthur Jablow will present a new collection of "Trans-Continental" cotton town and travel suits, daily at 10:30 A.M. Publ.: Rose Hilton, MU. 5-5133. | ARTHUR JABLOW, INC. | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |

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| Beginning Tuesday Feb. 7 10:30 A.M. | OPENING OF SUMMER COLLECTION | SAM FRIEDLANDER, INC. | 530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| | Sam Friedlander will present the Summer collection of "Separables", cocktail and evening fashions, at 10:30 A.M. daily. Contact: PE. 6-2663. | | |

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

TUESDAY, FEBRUARY 7

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| Adler & Adler, Inc. | 10:30 A.M. | 550 7TH, BR. 9-9600 |
| Kane Weill. | 10:30 A.M. | 498 7TH, LO. 5-3041 |
| Sport-Craft, Inc. | 2:30 P.M. | 550 7TH, LA. 4-9724 |

WEDNESDAY, FEBRUARY 8

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| Davidow | 10:30 A.M. | 550 7TH, PE. 6-6909 |
| David M. Goodstein, Inc. | 10:30 A.M. | 498 7TH, LA. 4-2577 |

THURSDAY, FEBRUARY 9

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| Zoltan Rosenberg Co. | 2:30 P.M. | 550 7TH, LA. 4-6691 |
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| Tuesday Feb. 7 11:30 A.M.; 2:00 P.M.; 3:00 P.M. | OPENING OF SUMMER COLLECTION | ARKAY; MARGOT; JUNIOR FORMALS | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| | Rappi of Junior Formals at 11:30 A.M. and 4:00 P.M.; Will Saunders of Arkay Junior Frocks at 2:00 P.M.; Anne Fogarty of Margot Dresses at 3:00 P.M. Contact: Amy Marshall, LO. 5-2626. | | |

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| Beginning Tuesday Feb. 7 11:30 A.M. | OPENING OF SUMMER COLLECTION | "CLOTHES FOR YOU", INC. | 1400 BROADWAY SHOWROOM - 16TH FLOOR |
| | Summer junior and misses dresses and costumes, designed by Madeleine Fauth, at 11:30 A.M. daily. Contact: Isabelle Crawford, BR. 9-7700. | | |

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| Tuesday Feb. 7 12:00 Noon | OPENING OF SUMMER COLLECTION | PARNIS-LIVINGSTON, INC. | 530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| | Mollie Farnis' Summer collection at 12:00 Noon daily. Contact: BR. 9-5014. | | |

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| Tuesday Feb. 7 12:00 Noon | SUMMER SPORTSWEAR BY DOROTHY COX | TANNER OF NORTH CAROLINA | HOTEL YORK 488 7TH - 6TH FLOOR |
| | Tanner of North Carolina will present sportswear, separates and dresses, designed by Dorothy Cox, at 12:00 Noon daily. Publ: Ken Williams, JU. 6-8217. | | |

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| Beginning Tuesday Feb. 7 12:00 Noon | OPENING OF SUMMER COLLECTION | SEYMOUR JACOBSON | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| | Seymour Jacobson's Summer daytime and cocktail dresses will be presented at 12:00 Noon daily. Publicity: Peggy Cantor, CH. 4-3488. | | |

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| Tuesday Feb. 7 1:00 P.M. | PREVIEW OF SUMMER DRESS COLLECTION | MR. MORT | 498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| | Summer dresses, designed by Lee Evans, will be shown Feb. 7, 8, 9, 10 at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760. | | |

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| Tuesday Feb. 7 1:00 P.M. | OPENING OF SUMMER COLLECTION | TALMACK, INC. | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Talmack's Summer collection, designed by John Moore, Tues., Wed., and Thurs. for 2 weeks. Contact: BR. 9-1195. | | |

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| Tuesday Feb. 7 1:00 P.M. | OPENING OF SUMMER COLLECTION | THE DATE LINE | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| | Introducing the first Late-Date and after-dark collection at 1:00 P.M., designed by Mr. Ric McClintock. Contact: Bus Siegenfeld, BR. 9-2680. | | |

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| Tuesday Feb. 7 2:30 P.M. | OPENING OF SUMMER DRESS COLLECTION Showing of David Levine's Summer dresses at 2:30 P.M. daily. Contact: Miss Fritzi, LA. 4-0237. | DAVID LEVINE CO. | 530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Beginning Tuesday Feb. 7 2:30 P.M. | OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection of suits, dresses and evening fashions, at 2:30 P.M. daily. Contact: Herman Seigenfeld, LA. 4-6968. | MAURICE RENTNER, INC. | 498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| Beginning Tuesday Feb. 7 2:30 P.M. | OPENING OF SUMMER COLLECTION Showing of Summer collection by Claire McCardell at 2:30 P.M. daily. By appointment; contact: LO. 4-2155. | CLAIRE McCARDELL (TOWNLEY FROCKS) | 550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Tuesday Feb. 7 3:00 P.M. | PREVIEW OF JUNIOR SUMMER COLLECTION Preview for press and buying offices. By invitation. <u>Trade showings from Wed., Feb. 8 at 10:30 A.M.</u> Contact: Ray Horwitz, LO. 4-1860. | JACK HORWITZ ASSOCIATES | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Beginning Tuesday Feb. 7 4:00 P.M. | OPENING OF SUMMER DRESS COLLECTION Showing of Harmay's Summer collection of dresses, costumes and suits at 4:00 P.M. daily; also, special transitional group. Publicity: Pauline Greene, MU. 3-1150 or FE. 6-5547. | HARMAY | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Beginning Tuesday Feb. 7 | FORMAL FASHIONS BY TED SHORE Ted Shore's Summer formal fashions in chiffons, organdies, nylons and laces, at continuous daily showings. Contact: WI. 7-7326. | WILL STEINMAN, INC. | 525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Beginning Tuesday Feb. 7 | OPENING OF SUMMER COLLECTIONS Showing of dressy cotton dresses by Casino of California; and sportswear and separates by Casino Classics. Continuous daily. Contact: CH. 4-0823. | CASINO OF CALIFORNIA; CASINO CLASSICS | 134 WEST 37TH STREET SHOWROOM - 5TH FLOOR |
| Beginning Tuesday Feb. 7 | OPENING: EARLY SPRING AND SUMMER COLLECTION Continuous showings of the Robert-Martin evening and cocktail dresses, designed by Mr. Paul. Publicity: Ken Williams, JU. 6-8217. | ROBERT GOLDBERG & SONS | 530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR |
| Beginning Tuesday Feb. 7 | OPENING OF SUMMER DRESS COLLECTION Continuous daily showings. Contact: LO. 4-5316. | LENTZ DIMINUTIVES | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Beginning Tuesday Feb. 7 | OPENING OF SUMMER COLLECTION Jack Herzog's Summer collection of afternoon and cocktail fashions. Continuous daily. Contact: LO. 5-0525. | DONALD DRESS | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Wednesday Feb. 8 9:00 A.M. Breakfast | PREVIEW OF SUMMER SPORTSWEAR COLLECTION Summer sportswear and beachwear collection, designed by Greta Plattry. By invitation. <u>Daily thereafter in showroom, 498 7th Ave., 4th Floor.</u> Publ.: Margaret Hodge, PL. 5-7630. | PLATTRY COUNTRY WEAR, INC. | HOTEL AMBASSADOR BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday Feb. 8- | "TWO WEEKS WITH PAY" CAPSULE CLINICS | CHARM MAGAZINE | 1384 BROADWAY SHOWROOM - 18TH FLOOR |
| Feb. 17 9:00 A.M. And 4:00 P.M. | "Charm" Magazine previews Summer '56 fashion and travel accessories. Open to divisional merchandise managers, promotion directors, fashion coordinators and buyers. <u>Daily showings:</u> 9:00 A.M., merchandise-promotion clinics; 4:00 P.M., personalized store group meetings. For appointments, contact: Elaine Kanners, PL. 9-2080. | | |
| Wednesday Feb. 8 9:00 A.M. And 2:00 P.M. | PREVIEWS OF BLANKET COLLECTION Press preview at 9:00 A.M. breakfast; stores and buying offices preview, 2:00-6:00 P.M., cocktails. By invitation only. Publicity: Florence Brobeck, MU. 8-8197. | ST. MARYS BLANKETS | 200 MADISON AVENUE SHOWROOM - 2ND FLOOR |
| Wednesday Feb. 8 9:30 A.M. Breakfast | PREVIEW OF NEW FLOOR WAX Trio will preview a new germicidal Amazon Floor Wax, with demonstration of its germ-killing effectiveness. For reservation, contact: Kurt Ross at Robert E. Rolnik Assoc., JU. 6-2791. | TRIO CHEMICAL CO. | HOTEL PLAZA WHITE & GOLD SUITE |
| Wednesday Feb. 8 9:30 A.M. | PREVIEW OF LEATHER COLORS AND FINISHES The Allied Kid Company's Fall-Winter 1956 collection will be previewed: <u>Feb. 8 at 9:30 A.M.</u> --Fashion Press and Shoe Stylists; <u>Feb. 8 at 3:30 P.M.</u> --Buying Office Fashion Coordinators, Fashion Publicists, Department Store Fashion Coordinators; <u>Feb. 9 at 9:30 A.M.</u> --Fabric, Hosiery and Accessory Stylists. By invitation. Contact: Helen Caruso, MU. 6-1623. | ALLIED KID COMPANY | 419 FOURTH AVENUE SHOWROOM - 3RD FLOOR |
| Beginning Wednesday Feb. 8 10:30 A.M. | OPENING OF SUMMER DRESS COLLECTION Showing of daytime and cocktail dresses, designed by Kasper. Contact: CH. 4-3914. | ARNOLD & FOX | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Wednesday Feb. 8 11:00 A.M. | PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, designed by Betty Carol. By invitation. <u>Continuous showings from Tues., Feb. 7.</u> Contact: Irving Manners, CH. 4-3876. Publicity: Eleanor Lambert, MU. 8-2130. | MAM'SELLE DRESS, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Wednesday Feb. 8 12:30 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Nettie Rosenstein's Spring fashions will be presented at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-3000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | NETTIE ROSENSTEIN | HOTEL PIERRE COTILLION ROOM |
| Wednesday Feb. 8 12:30 P.M. Luncheon | OPENING OF SUMMER COLLECTION Showing of Elfreda's Summer collection of suits, dresses and evening fashions, designed by Elgee Bove, at 1:00 P.M., Feb. 8, 9, 10, 14, 15, 16. Contact: CH. 4-2659. | ELFREDA, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Wednesday Feb. 8 1:00 P.M. & 4:00 P.M. | SHOWING OF JUNIOR SUMMER COLLECTION Summer collection of junior daytime and cocktail fashions at 1:00 P.M. and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462. | JUNIOR SOPHISTICATES | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |

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| Beginning Wednesday Feb. 8 1:15 P.M. | OPENING OF SUMMER COLLECTION Oleg Cassini's Summer collection at 1:15 P.M. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh, Alfred Davidson Assoc., PL.5-0868. | OLEG CASSINI, INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Wednesday Feb. 8 1:30 P.M. | OPENING OF SUMMER COLLECTION Showing at 1:30 P.M. daily. Contact: CH. 4-2659. | PIERRE BALMAIN - N.Y. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Wednesday Feb. 8 2:30 P.M. | PRESS PREVIEW: SUMMER COLLECTION BY BRIGANCE Sportsmaker will preview Summer bathing suits, playclothes, separates and dresses, designed by Brigance. By invitation. Trade showings at 2:30 P.M. daily. Contact: Julie Isles, LO. 3-1534. | SPORTSMAKER, INC. | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Beginning Wednesday Feb. 8 2:30 P.M. | SUMMER COLLECTION DESIGNED BY PATRIC Showing of the Varden Petite Summer collection, designed by Patric, at 2:30 P.M. daily. Contact: Muriel Morris, PE. 6-5460. | VARDEN PETITE | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| Beginning Wednesday Feb. 8 2:30 P.M. | SUMMER COLLECTION BY CEIL CHAPMAN Showing of Ceil Chapman's Summer collection at 2:30 P.M. daily. By appointment. Contact: Alto Schifrine, LA. 4-5800. | SAMUEL CHAPMAN, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Thursday Feb. 9 9:30 A.M. Coffee | PRESS PREVIEW OF JUNIOR-TEEN FASHIONS Ohrbach's will preview their Spring collection of junior-teen dresses and sportswear, sizes 5 to 15. By invitation. Publ.: Mark Klauser, OX.5-4000. | OHRBACH'S | 4TH FLOOR BRIDAL SHOP |
| Thursday Feb. 9 10:30 A.M. | PREVIEW OF SUMMER COLLECTION Sylvan Rich will present his Leisure and Diminutive Summer collections. By invitation. Daily at 10:30 A.M. Publ.: Mildred Kaldor, MU. 9-5420. | MARTINI | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Thursday Feb. 9 12:00 Noon Box Lunch | PREVIEW OF SUMMER DRESS COLLECTION Dan Keller will preview his Summer dress collection. By invitation. Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630. | DAN KELLER CO., INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Thursday Feb. 9 1:00 P.M. | OPENING OF LATE SPRING AND SUMMER FASHIONS Richard Cole's collection of afternoon and cocktail dresses, designed by Alan Phillips, at 1:00 P.M. daily. Publicity: Ken Williams, JU. 6-8217. | RICHARD COLE, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Thursday Feb. 9- Feb. 17 2:30 P.M. | OPENING OF SUMMER COLLECTION Clare Potter will present her Summer collection daily at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167. | CLARE POTTER, INC. | 498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| Thursday Feb. 9 2:30 P.M. | OPENING OF SUMMER COLLECTION Pauline Trigere's Summer collection at 2:30 P.M. Also, Feb. 10 and Feb.15 at 10:30 A.M. By reservation. Contact: Cecille Gordon, LO. 3-1600. | TRIGERE, INC. | 550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |

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| Thursday Feb. 9 2:30 P.M. | OPENING OF SUMMER COLLECTION Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: EL. 5-5540. | TINA LESER, INC. | 23 WEST 57TH STREET SHOWROOM - 3RD FLOOR |
| Beginning Thursday Feb. 9 | SHOWING: LATE SPRING AND SUMMER FASHIONS Charles Gelatt will present his late Spring and Summer daytime, cocktail and evening fashions. By appointment, 9:00 A.M.-7:00 P.M. Contact: Russell O'Neil, TE. 8-2975. | CHARLES GELATT, INC. | 27 EAST 62ND STREET |
| Friday Feb. 10 12:30 P.M. Luncheon | TATIANA DU PLESSIX CUSTOM MILLINERY Press showing of Tatiana du Plessix' Spring custom millinery. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | ST. REGIS HOTEL PRIVATE SUITE-2ND FL. |
| Monday Feb. 13 12:00 Noon Luncheon | COLOR PREDICTIONS AT LUNCHEON "What Color Is Cash?"--showing of slides and discussion of color influences from the Far East by Madelyn Smith; and predictions on colors by Florence Terhune Whitworth. Prices: \$6.25, members; \$7.50, guests. Contact: Josephine Brush, MU. 7-8122. | NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.) | HOTEL ROOSEVELT BALLROOM |
| Tuesday Feb. 14 10:00 A.M.- 4:00 P.M. | PRESS PREVIEW: JAFAANESE COSTUMES "Costumes and Decorative Arts of Japan". Members' preview: Wed., Feb. 15, 8:00 P.M.-11:00 P.M. Previews by invitation only. Open to public Thurs., Feb. 16. Publicity: Floyd Rodgers or Lillian Green, TR. 9-5500. | COSTUME INSTITUTE-- MET. MUSEUM OF ART | 5TH AVE. & 82ND ST. GALLERIES |
| Tuesday Feb. 14 10:30 A.M. | COUTURE & BOUTIQUE COLLECTIONS FOR SUMMER Preview of Jane Derby's Summer couture and boutique collections at 10:30 A.M. on Feb. 14, 17 and 21. By invitation. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130. | JANE DERBY, INC. | 785 FIFTH AVENUE SHOWROOM - 5TH FLOOR |
| Tuesday Feb. 14 12:30 P.M. Luncheon | FASHIONS AND JEWELS DURING LUNCHEON Henri Bendel will present fashions by Talmack, with diamonds by Van Cleef and Arpels during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Henri Bendel contact: Mary-Jane Mairs, CI. 7-1100. Produced by Mary Alice Rice, CI. 6-1790. | HENRI BENDEL | HOTEL AMBASSADOR BALLROOM |
| Tuesday Feb. 14 2:30 P.M. Champagne | PRESS PREVIEW OF SUMMER COLLECTION Eleanora Garnett will preview her Spring and Summer custom collection. By invitation only. Publicity: Elizabeth Maher Assoc., EL. 5-4248. | ELEANORA GARNETT | 47 EAST 51ST STREET SALON |
| Beginning Tuesday Feb. 14 | OPENING OF SUMMER COLLECTION Christian Dior-N.Y. will present their Summer collection. By appointment only. Contact: PL. 7-2024. | CHRISTIAN DIOR-N.Y. | 730 FIFTH AVENUE SHOWROOM - 7TH FLOOR |
| Beginning Wednesday Feb. 15 11:30 A.M. | OPENING OF SUMMER DRESS COLLECTION Countess Alexander will present the Summer collection of afternoon, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693. | COUNTESS ALEXANDER | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |

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| Thursday Feb. 16 8:30 A.M. Breakfast | YOUNG GIRLS AND SUB-TEEN IMPORTS Corduroy, velvet and velveteen import originals for young girls and sub-teens designed by: Sybil Connolly, Alberto Fabiani, Maxime de la Falaize, Mary Gordon, Ltd., Lanvin-Castillo, Lecadre-Mariner, Ronald Paterson, Emilio Pucci, Rowes of Bond Street, Simonetta. By invitation only. Contact: Rosalind Allen, I.O. 4-2900. | CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE) | HOTEL PLAZA BALLROOM |
| Thursday Feb. 16 12:30 P.M. Luncheon | SPRING MILLINERY DURING LUNCHEON "Hats Full of Fun"--Peg Fischer's Spring millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Fischer Publ: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | PEG FISCHER (509 MADISON AVENUE) | HOTEL PLAZA PERSIAN ROOM |
| Feb. 18- Feb. 25 | EIGHTEENTH ANNUAL NATIONAL SEW AND SAVE WEEK. Contact: National Needlecraft Bureau, 430 Park Avenue, PL. 1-3430. | | |

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

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| Wednesday Feb. 29 | <u>SAKS FIFTH AVE.</u> At 2:30 P.M. | 611 FIFTH AVE. (Designed by Sophie) | PUBL: GRACE DE MUN, PL. 3-4000 |
| Friday March 2 | <u>BERGDORF GOODMAN</u> At 11:30 A.M. | 745 FIFTH AVE. | PUBL: FLORENCE NEFF, PL. 3-7300 |
| Tuesday March 6 | <u>HATTIE CARNEGIE</u> At 3:00 P.M. | 42 EAST 49TH ST. | PUBL: RUTH SMITH, PL. 5-2600 |
| Thursday March 8 | <u>HENRI BENDEL</u> At 10:30 A.M. | 10 WEST 57TH ST. (Bendel Originals and French Imports) | PUBL: MARY-JEAN MAIRS, CI. 7-1100 |
| Wednesday March 14 | <u>BONWIT TELLER</u> At 3:00 P.M. | 721 FIFTH AVE. | PUBL: SOPHIE SHONNARD, EL. 5-6800 |

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| Thursday March 1 11:00 A.M. | PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will preview Howard Greer's Spring and Summer fashions. By invitation. (Customer showing at 2:30 P.M.) Publicity: Rasponi Assoc., TE. 8-8171. | JAY THORPE | 4TH FLOOR |
| Wednesday March 7 12:30 P.M. Luncheon | "GREEN ROOM" FASHIONS FOR SPRING Bloomingdale's "Green Room" ready-to-wear Spring fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | BLOOMINGDALE'S | HOTEL PIERRE COTILLION ROOM |
| Thursday March 8 9:15 A.M. Coffee | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will preview his custom-order collection. Showing at 9:30 A.M. By invitation only. Publicity: Nona James, MU. 5-4834. | OLDRIC ROYCE | 16 EAST 52ND STREET |

MOVIES...MUSIC...THEATRE...OPERA

- Monday
Jan. 30 TWELFTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Jan. 30: Puccini's LA BOHÈME. Tues., Jan. 31: Mussorgsky's BORIS GODUNOV. Wed., Feb. 1: Donizetti's LUCIA DI LAMMERMOOR. Thurs., Feb. 2: Verdi's UN BALLO IN MASCHERA. Fri., Feb. 3: Verdi's RIGOLETTO. Sat., Mat., Feb. 4: Gounod's FAUST. Sat., Eve., Feb. 4: Mozart's LE NOZZE DI FIGARO. Publicity: Francis Robinson, FE. 6-1200.
- Wednesday
Feb. 1 PREMIERE: "THE COURT JESTER" (Movie) PARAMOUNT THEA., B'WAY & 43RD STREET
 Danny Kaye and Glynis Johns will star in Paramount's VistaVision and Technicolor musical, with Basil Rathbone, Angela Lansbury, Cecil Parker. Produced and directed by Norman Panama and Melvin Frank. Costumes: Edith Head and Yvonne Wood. Paramount Publ.: Charles Earle, BR. 9-8700.
- Beginning
Feb. 1-
Feb. 12 PANTOMIME: MARCEL MARCEAU CITY CENTER, 131 WEST 55TH STREET
 Marcel Marceau, the French pantomimist, will be the second attraction by the N.Y. City Center Theatre Company. Publicity: Tom Trenkle, JU. 6-2828.
- Thursday
Feb. 2 OPENING: "THE INNKEEPERS" THEATRE TO BE ANNOUNCED
 Gordon W. Pollock will present Theodore Apstein's new play, starring Geraldine Page, Darren MacGavin. Director: Jose Quintero. Settings and lighting: David Hays. Costumes: Guy Kent. Publicity: Phillip Bloom, CH. 4-5185.
- Wednesday
Feb. 8 OPENING: "MIDDLE OF THE NIGHT" ANTA THEATRE, 52ND STREET & B'WAY
 Edward G. Robinson will star in a love story by Paddy Chayefsky, produced and directed by Joshua Logan. Featuring: Gena Rowlands, June Walker, Annie Jackson. Settings: Jo Mielziner. Costumes: Motley. Publicity: Leo Freedman, CH. 4-7250.
- Thursday
Feb. 16
8:30 P.M. PREMIERE: "CAROUSEL" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
 Gordon MacRae and Shirley Jones will star in Rodgers and Hammerstein's musical, produced by 20th Century-Fox. Featuring: Barbara Ruick, Cameron Mitchell, Robert Rounsville. Producer: Henry Ephron. Director: Henry King. Costumes: Mary Wills. Premiere for benefit of N.Y. Medical College. By invitation only. 20th Century Publ.: Lowell Benedict, CO. 5-3320.
- Thursday
Feb. 16 OPENING: "THE PONDER HEART" MUSIC BOX THEA., 239 W. 45TH ST.
 David Wayne will star in a new comedy by Joseph Fields and Jerome Chodorov, produced by The Playwrights' Company, with Una Merkel, Sarah Marshall, Don Hammer, Will Geer. Director: Robert Douglas. Settings: Ben Edwards. Costumes: Frank Spencer. Publicity: William Fields, PL. 7-6846.
- Saturday
March 10
8:30 P.M. PREMIERE: "RICHARD III" (Movie) BIJOU THEATRE, 209 W. 45TH STREET
 Lawrence Olivier, starring, producing and directing--with John Gielgud, Ralph Richardson, Cedric Hardwicke, Claire Bloom, Pamela Brown, in Shakespeare's drama in VistaVision and Technicolor. In association with Alexander Korda and released by Lopert Films. Contact: Marjorie Geiss, PL. 7-3330.
- Thursday
March 15 OPENING: "MY FAIR LADY" MARK HELLINGER THEA., 51ST ST. & B'WAY
 Rex Harrison and Julie Andrews in a new musical adapted from Bernard Shaw's "Pygmalion", produced by Herman Levin. Book and lyrics: Alan Jay Lerner. Music: Frederick Loewe. Director: Moss Hart. Featuring: Stanley Holloway, Cathleen Nesbitt, Robert Coote. Settings: Oliver Smith. Lighting: Feder. Costumes: Cecil Beaton. Publ.: Richard Maney, CI.7-4646.